

CGB-CC-1310
Docket 06-181

FISHING WISCONSIN TV
WILLIAM H SPAHN II
N3624 SKY HIGH ROAD
POYNETTE, WI. 53955

Received & Inspected

AUG 19 2013

FCC Mail Room

August 11, 2013

Suzy Rosen Singleton, Attorney
Federal Communications Commission
Washington, DC 20554

RE: PETITION FOR CLOSED CAPTIONING EXEMPTION FOR FISHING
WISCONSIN TV Case Identifier: CGB-CC-~~0976~~ 1310

Dear Suzy:

As of May 13, 2013, we have not aired Fishing Wisconsin TV do to not receiving the exemption for closed captioning. In the spring of 2013 I have been filming shows again with the hopes of taking our show state wide and receiving larger sponsorships and utilize five TV stations within the state. With much disappointment, I found out that our anticipated large sponsors budget 12 - 18 months in advance, hence not allowing for my show to be in their budget for this season. So once again, for the 2013 - 2014 season I will just be airing on local channel MYTV14 out of Madison, WI.

The one thing about our show, we try and educate and teach how and where to fish and also work with a variety of clubs/charities.

I was able to fill all my sponsorship spots, but even with doing this, there is an economical burden. I would like to share my costs of the show with you;

Ten new shows at a cost of 2,500.00 to edit.
Each time on the water, trying to make a show; 100.00 each trip.
(40 fishing trips to get ten shows, approx. 4,000.00). Camera man costs.
Gas and supplies: 2,000.00
30 weeks of air time on MYTV 14 \$1,500.00
Webpage and updates annually; 300.00
Total cost \$10,300

REVENUE FROM SPONSORS: 6 sponsors pay 750.00 each \$4,500.00
1 sponsor pays 1,200.00 Total; 5,700.00

As you can see I have a lose of 4,600.00 per season.

The general manager from the TV station would charge me \$75.00 per show to go with CC which would cost an additional 750.00. Making my total lose for the season \$5,350.00.

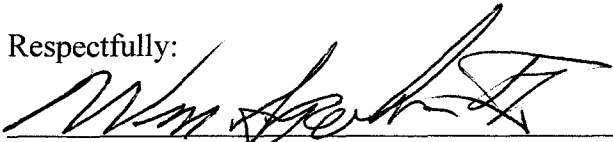
As you can see that is why I am requesting a CC exemption for this season. My hopes are to go state wide 2014/2015 otherwise if we don't this will be the last season that I air my show. Financially I cannot sustain loses like this.

As of right now my first show will air September 7, 2013 and run for 30 weeks. I rerun each show twice.

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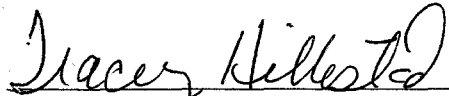
Respectfully:

AUG 19 2013



William H. Spahn II

FCC Mail Room



NOTARY PUBLIC
STATE OF WISCONSIN
COMMISSION EXPIRES _____

Notary Public-State of Wisconsin
My Commission Expires
November 24, 2013



Received & Inspected

AUG 19 2013

FCC Mail Room

FISHINGWISCONSINTV.COM
BILL SPAHN II
N3624 Sky High Rd. Poynette, WI 53955
608-635-2560

WWW.FISHINGWISCONSINTV.COM

2013-2014 TELEVISION ADVERTISING INFORMATION:

We would like to offer you the opportunity to advertise your product or business with our Wisconsin based fishing program.

You may be under the impression that television advertising is a luxury which only large corporations have the ability to fund. Our rates for weekly programming is actually quite reasonable. Did you know that television advertising is up to 80% more effective than radio and print advertising???

Here is what one of our advertising clients had to say about marketing their business through Fishing Wisconsin TV: "I'm astounded at the number of customers that walk through my door saying they saw my commercial on Fishing Wisconsin"-Luke: Owner, Poynette Auto Body.

Fishing Wisconsin TV airs on local channel 3-2 or channel 14, Saturday afternoons at 5:30. The program airs for 30 minutes, and extends for 30 weeks from September into April. Fishing Wisconsin is aired in Southern Wisconsin and has been televised for 5 consecutive years.

Fishing Wisconsin's host Bill Spahn II has engineered the show to help educate and inform anglers of all types from novice to professional. Over the years of broadcasting, the program has acquired a faithful and extensive viewership.

We at Fishing Wisconsin TV, would like to offer you the opportunity to advertise your own televised commercial with our program on a weekly basis.

Advertising clients will receive either 30 second or 1 full minute commercials aired weekly for the duration of the 30 week televised season. Advertising prices include exposure on our web site, along with company information in rolling credits at both the start and end of the program.

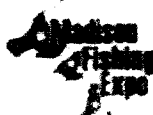
Pricing for the televised commercial slots:

1 30 second spot ran weekly for 30 weeks: \$750

2 30 second spots ran weekly for 30 weeks: \$1200

1 full minute slot ran weekly for 30 weeks: \$1,200.

For more information on advertising opportunities with FISHING WISCONSIN TV, please contact us at: **608-635-2560** or send us an email to: billspahn2@yahoo.com



ADVERTISING AND SPONSORSHIP PACKAGES

We thank you for your interest in supporting and advertising
with Fishing Wisconsin TV.

We are offering

One 30 second spot \$350.00 per show

One 60 second spot \$650.00 per show

Bumpers

Bumper #01	Fishing Facts
Bumper #02	Tip Of The Week / Contest
Bumper #03	Up Coming Events

:20 Logo L3rd w/audio mention 200.00 ea. Per show

ADDED VALUE

If you purchase all 30 weeks of :30 spots or :20 bumper we will include:

- Sponsored By: Logo and audio mention on top of show intro.

note: our bumpers may be Wisconsin Fishing Facts or Tip Of The Week / Upcoming Events in regard to fishing/hunting activities & Tournaments. Bumpers precede before commercial breaks.

TERMS :

Clients purchasing full 30 weeks :30 second spot will be split into three equal payments of \$3,500.00 With the first payment due upon signing of contract. 2nd payment due November 1st, 2013 and the 3rd payment due January 10th, 2014.

Clients purchasing full 30 weeks :20 bumpers spot will be split into three equal payments of \$2,000.00 With the first payment due upon signing of contract. 2nd payment due November 1st, 2013 and the 3rd payment due January 10th, 2014.

All other purchases due at signing of contract.

THIS IS OUR GOAL FOR
2014-2015 SEASON, IF WE GET 6 SPONSORS
CC WILL BE NO PROBLEM, IF NOT I'M DONE
THANKS *Wm. [Signature]*

CONTRACT AGREEMENT

MAXIMEDIA PRODUCTIONS

N2690 Tonja Drive

Lodi, WI. 53555

TEL: (608) 334-5791

FAX: (608) 555-5555

Company Name: _____ Date: _____

Address: _____

Authorized Contact: _____ Title: _____

Telephone #: _____ Fax #: _____ Cell #: _____

Fishing Wisconsin TV

Air Time: _____ Date: _____ - _____ Total Weeks: _____

Number of Spots Weekly: _____ Bumpers: _____ Special: _____

1. I agree to advertise or secure airtime with MaxiMedia Productions under the term of this contract agreement (hereafter the "Contract") Fishing Wisconsin TV shall air my promotion (hereafter "Ad") of the above company (hereafter "Client") This contract shall last for a period of _____ week(s) starting on _____ 20____ ending on the _____ 20____ at the rate listed above.
2. All request for changes in the Ad. Rates, air time, etc., shall be made in writing. Such request shall be fully executed by MaxiMedia Productions except when they do not meet the highest standard or such controlling bodies of the TV show(s).
3. The Client has the option of either having the Ad by MaxiMedia Productions or provide its own Ad. In the event of the latter, the Client agrees to furnish material of suitable quality for the broadcast of the Ad. MaxiMedia Productions reerves the right to reject any material that does not meet its standards.
4. MaxiMedia Productions reserves the right to in its absolute discretion to cancel the Contract or any renewals, extensions or modifications thereof with two weeks written notice. Said notice shall be legally effective from the day it is mailed.
5. MaxiMedia Productions reserves the right in its sole discretion to cance the Contract at anytime upon default of the Client in the payment of invoices rendered, or for other material breach of contract. If any of the terms and conditions of the Contract is breached by the Client, any failure by MaxiMedia Productions to enforce its rights shall inno way constitute a waiver of the company rights, or a condemnation, and such rights may be enforced at any time during the term of the Contract.

5. MaxiMedia Productions reserves the right in its sole discretion to cancel the Contract at anytime upon default of the Client in the payment of invoices rendered, or for other material breach of contract. If any of the terms and conditions of the Contract is breached by the Client, any failure by MaxiMedia Productions to enforce its rights shall in no way constitute a waiver of the company rights, or a condemnation, and such rights may be enforced at any time during the term of the Contract.
6. In the event of cancellation by MaxiMedia Productions, or the Client. MaxiMedia Productions shall have the right to bill the Client on the pro-rate basis in accordance with its current rate card for the time actually broadcast by MaxiMedia Productions.
7. Clients purchasing full 30 weeks :30 spots will be split into three equal payments of \$3,500.00 With the first payment due upon signing of contract. 2nd payment due November 1st, 2013 and the 3rd payment due January 10th, 2014. All other purchases due upon signing of Contract.
8. Clients purchasing full 30 weeks :20 bumpers will be split into three equal payments of \$2,000.00 With the first payment due upon signing of contract. 2nd payment due November 1st, 2013 and the 3rd payment due January 10th, 2014. All other purchases due upon signing of Contract.

I HAVE READ AND UNDERSTOOD THE TERMS OF THIS CONTRACT AGREEMENT, AND I AGREE TO FULLY HONOR THE AFFORMENTIONED TERMS.

CLIENT SIGNITURE: _____ DATE: _____

Print Name: _____

AUTHORIZED REPRESENTATIVE: _____ DATE: _____

Print Name: _____